

**Family Campaign with Kahunaville in Korea**

Hawaii Tourism Korea organized a joint promotion with a major tropical themed family restaurant "Kahunaville" to enhance Hawaii's profile as an ideal family destination. Hawaii Tourism Korea provided 200 mugs and 1,000 mobile phone accessories to Kahunaville guests who ordered Hawaiian special menu.

**Promotion with United Airlines in Hong Kong**

Hawaii Tourism Asia held a joint promotion with United Airlines at Hong Kong's newest luxury mall on May 8-16, 2004. Hawaii Tourism Asia participated with a Booth, Hula performances, brochures and giveaways. Among the four U.S. destinations (San Francisco, Denver, Chicago, and Hawaii) being promoted by United Airlines, Hawaii was voted the most popular destination. The performance of the Hawaiian Hula was a crowd draw.



Photo: Hawaiian entertainers and Jemy see,

Representative of Hawaii Tourism Taiwan (wearing Yellow Shirt)

**Kaohsiung Travel Fair in Taiwan**

Hawaii Tourism Taiwan participated in the Kaohsiung Travel Fair on May 13-16, 2004. This was the first time ever for Hawaii to participate in this major event in Southern Taiwan. Promotions included an Aloha Booth, hula performances on the Main stage, giveaways, and cooperation with key travel agents who sent their staff to support the Hawaii Booth, distributing brochures and giveaways. Hawaii Tourism Taiwan provided Hawaiian shirts for the staff to wear at the Booth. Performance of Hawaiian Hula at the Fair Stage was the visitors' favorite since this was the first time for the Kaohsiung Travel Fair to feature Hula performances at its main stage.

**Hawaii Festival in Taiwan**

Hawaii Festival was held at the Grand Hi-Lai Hotel in Kaohsiung on May 13-16. The Festival opened with a Gala Dinner on May 13 attended by more than 450 guests, highlighted by Hawaiian hula performances and cuisine. The grand prize at the raffle draw was a roundtrip Taipei-Honolulu ticket donated by China Airlines. Lunch and dinner Hula shows continued May 14-16. Restaurant waiters/waitresses wore Hawaiian shirts provided by Hawaii Tourism Taiwan. Hawaii bags were used as giveaways to lucky guests. The Hawaii Coffee Company provided free Kona Coffee and giveaways during the gala dinner and at the buffet restaurant.

### **Hawaii Seminar in Taiwan**

A Hawaii Seminar was held with participation of 45 Taiwan Agents at The Grand Hotel on March 21 during the Hawaii Festival.



### **Photo of Agents seminar speakers, from left to right:**

Mike Ma & Annie Hou: General Managers of Golden Seagull, Francis Hsia: Chief of Group Passengers Sales of China Airline's, Teresa Chang: PR & Marketing Manager of Hawaii Tourism Taiwan, Elsa Liu: Marketing Representative of Delta Airline, Joe Chiu: General Manager of Aloha Airlines, Marina Lin: Taiwan Sales Manager of Dragon Tours, Maurice Lee: Passengers Service Asst. Manager of Japan Airlines, Jemy See: Representative of Hawaii Tourism Taiwan

### **Asia Promotional Opportunities**

#### **Taipei International Travel Fair (TITF)**

November 18 – 21, 2004

Taiwan's only international travel-related fair. As such the Fair has become an important meeting point for people from around Taiwan, who want to gather the latest information about worldwide travel. It is expected that tourism organizations of many more countries than in previous years will be present at this year's Fair. TITF offers great opportunities for business as well as the presentation of the latest travel products.

**Hawaii Tourism Taiwan** is participating in the Fair and invites participation from the travel trade in Hawaii.

For more information on the Taiwan International Travel Fair 2004, please see the attached information and application form and contact Jemy See of Hawaii Tourism Taiwan at: [jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com)

### **China International Travel Mart 2004**

November 25 - 28, 2004

**Hawaii Tourism China** is participating in the largest travel Mart in China. As an exhibitor, you will reach top-quality buyers from throughout China, and two and a half trade days have been kept exclusively for registered delegates. Thousands of consumers will also visit the Hawaii booths.

For more information on China International Travel Mart 2004, please see the attached information and application form and contact Tina Yao of Hawaii Tourism China at: [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)

### **Key Activities for June/July**

**Hawaii Tourism China** is planning a Travel Agent Fam Trip and a Media Fam Trip in June and July 2004.

Please contact one of the staff listed in each office below in order to participate:

Contact:

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